

**For Immediate Release
May 24, 2011**

City of Columbus, South Side Residents and Businesses and Artists Unite To Beautify Parsons Avenue During Plant Pride On Parsons Cleanup

The city of Columbus this past Saturday, May 21, united with South Side residents and businesses and the Heart of Ohio Tole Chapter painters to clean litter, remove graffiti and plant flowers during the 2011 edition of Plant Pride On Parsons. The cleanup, which included the placement of 50 new hand-decorated flower pots, was conducted on Parsons Avenue between East Livingston Avenue and Marion Road. A total of 133 volunteers cleaned 2.69 tons of litter from the area.

“Parsons Avenue is the major gateway and economic business corridor of our city’s South Side,” Mayor Coleman said. “We need everyone to work together to lift up Parsons Avenue so it will have a brighter future.”

The new 50 decorated flower pots are in addition to the 47 flower pots previously placed along Parsons Avenue during two Plant Pride On Parsons cleanup events in 2010, bringing the total number of flower pots to 97. The urn-like pots, 31 inches in diameter and 31 inches tall, contain colorful flowers.

“This success of this program comes in the fact it works on so many levels,” said Councilmember Eileen Y. Paley, chair of the Public Service and Transportation Committee. “It improves the look of the neighborhood, instills pride in the community, and creates a friendly business environment along Parsons Avenue. That is why I was proud to purchase my own flower pot to show my support for this program.”

Plant Pride On Parsons 2011 co-sponsors include Valvoline, Nationwide Children’s Hospital, the Parsons Avenue Merchants Association, United Way of Central Ohio, Columbus Foundation, Ganthers Place, Smith Realty Partners, numerous Parsons Avenue area civic associations and the City’s South Side Neighborhood Pride Center.

“Plant Pride on Parsons is a huge success pulling the various South Side neighborhoods together,” said Robb Kelso, Edgewood Civic Organization

“Plant Pride on Parsons is working to bring the business owners and residents together for the common goal of improving the South Side’s Main Street,” said Jeff Knoll, owner of The Graphic Touch.

The hand-decorated flower pots were painted by members of the Heart of Ohio Tole Chapter painters. The Heart of Ohio Tole Chapter has approximately 230 members and was founded in Columbus in 1975. Tole is decorative painting that historically has been done on tin surfaces, but can also include other painting media. In addition to Plant Pride On Parsons, HOOT’s philanthropic activities include their Memory Box program—hand-painted boxes donated to area hospitals for parents whose children have died—and the donation of painted caps and t-shirts to patients at Nationwide Children’s Hospital.

“We were honored to be asked to participate in this community project and that our artistic skills have helped to beautify Parsons Avenue,” said Sue Olsen, past president of heart of Ohio Tole Painters.

The two Plant Pride On Parsons cleanups in 2010 attracted 344 volunteers and removed 6.3 tons of litter from along Parsons Avenue between East Livingston Avenue and Marion Road. The first of the two Plant Pride On Parsons events in 2010 earned the City’s Keep Columbus Beautiful program a national Keep America Beautiful first place Beautification Award.

Keep Columbus Beautiful is based in the Department of Public Service. Each year, KCB works with neighborhood groups, businesses and community organizations which provide volunteers to clean litter and graffiti and beautify neighborhoods. During 2010, 9,331 volunteers cleaned 183.2 tons of litter from Columbus neighborhoods. In 2009, nearly 9,900 volunteers cleaned 200.1 tons of litter across the city. KCB provides trash bags, gloves, litter grabbers and other cleanup equipment at event.

Plant Pride On Parsons Fact Sheet

- ◆ The May 21 Plant Pride on Parsons cleanup event will add 50 new hand-painted flower pots to 47 pots that were placed on Parsons Avenue between East Livingston Avenue and Marion Road in 2010, bringing the total number of flower pots to 97
 - The flower pots are 31 inches in diameter and 31 inches tall
 - The flower pots were hand-painted by The Heart of Ohio Tole Chapter, which has approximately 230 members and was founded in Columbus in 1975
 - The pots are available for sponsorship by businesses and community groups for \$150.00. Sponsorship includes an engraved plate, flowers changed out seasonally and regular maintenance.
- ◆ Two Plant Pride On Parsons cleanup events in 2010 drew 344 volunteers who collected 6.3 tons of litter, removed graffiti from 12 locations and planted flowers in 46 painted large flower pots placed permanently placed along Parsons Avenue between East Livingston Avenue and Marion Road
- ◆ Businesses and neighborhood organizations that are helping to sponsor the Plant Pride On Parsons event on May 21:
 - Architectural Gardens, Inc.
 - Columbus South Side Area Commission
 - Columbus Foundation
 - Contract Sweepers
 - G & J Pepsi Bottling Company
 - Ganthers Place
 - Glad ForceFlex
 - Heart of Ohio Tole Chapter Painters
 - Kroger
 - Lowe’s Home Improvement
 - MAB Hatter
 - United Way of Central Ohio
 - Mayor Michael B. Coleman & Mayor’s Office staff

- Nationwide Children's Hospital
 - Nestle Pure Life Purified Water
 - Parsons Avenue Merchants Association
 - Smith Realty Partners/Momma Green
- ◆ Sponsors of the original 47 hand-painted decorative pots placed on Parsons Avenue in 2010:
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| • Amtecko | • Kroger |
| • Barcelona Restaurant & Bar | • Major Appliance |
| • Bushman's Market | • Mayor Michael B. Coleman & Mayor's Office staff |
| • CME Federal Credit Union | • Merion Village Association |
| • Richard Colby, Attorney At Law | • Mo Money Taxes |
| • Columbus Crew | • Old Oaks Civic Association |
| • Community Development For All People | • Parsons Avenue Medical Center |
| • Conni Hale, Smith Realty Partners | • Parsons Avenue Merchants Association |
| • Cook & Son-Pallay, Inc. | • Planks Café & Pizzeria |
| • Ed Ross Construction Company | • Reeb Hosack/Steelton Village |
| • Edgewood Civic Organization | • Schumacher Place |
| • Eileen & George Howard, Harmony on the Southside | • Sherri L. Palmer, Keep Columbus Beautiful |
| • Friends of the Columbus Metropolitan Library | • Southside CAN |
| • German Village Drive Thru | • Southside Settlement House |
| • Hal & Al's | • Tee Jaye's |
| • HausFrau Haven | • Tina Burgess, dedicated to Dwayne Eddie Burgess |
| • Heart of Ohio Tole Painters | • Vassor Village |
| • Eileen and George Howard-Harmony On The South Side | • Vincent Volpi-PICA Corporation |
| • Hungarian Village Society | • N. Wasserstrom & Sons |
| • Jo Anne St. Clair, South Side Pride Center | • William Doughton, Merion Village |
| • Jones Appliance | • Zeno's Activewear |

Keep Columbus Beautiful is based in the Department of Public Service

- ◆ In KCB-sponsored cleanups, neighborhood groups, businesses and community organizations provide volunteers to clean litter and graffiti and beautify neighborhood
 - In 2010, 9,331 volunteers cleaned 183.2 tons of litter from Columbus neighborhoods
 - In 2009, nearly 9,900 volunteers cleaned 200.1 tons of litter across the city
 - KCB provides trash bags, gloves, litter grabbers and other cleanup equipment at event